

**199—44.4(17A,476,82GA,SF554) Notice to municipality and incumbent cable provider.** A competitive service provider shall notify affected municipalities and incumbent cable providers of its plan to offer service as provided in this rule.

**44.4(1)** At least 30 days before providing service in any part of a competitive cable or video service provider's certificated service area in which the provider has not yet offered service pursuant to a board-issued certificate of franchise authority, a competitive cable service provider or competitive video service provider shall notify each municipality with authority to grant a franchise in the part of the competitive provider's service area to be served and the incumbent cable provider in that area that the competitive provider will provide service within the jurisdiction of the municipality and when such service will begin. A competitive cable service provider or competitive video service provider shall not provide service without having provided the notice required by this rule.

**44.4(2)** The competitive cable service provider or competitive video service provider shall file a copy of the notice required by this rule with the board.

**44.4(3)** If the competitive cable service provider or competitive video service provider determines that its entry into the market will be delayed, no further notice will be required unless market entry is delayed for more than 30 days after the date service was expected to begin.